REMARKS

By the present amendment, independent claims 1 and 5 have been amended to

obviate the examiner's objections thereto and/or to further clarify the concepts of the

present invention. In particular, these claims have been amended to recite that the

substrate resin in the heat shield layer is at least one selected from polyethylene resin,

polyvinyl chloride resin and polypropylene resin.

It is submitted that these amendments to claims 1 and 5 are helpful in

distinguishing the subject claims over the cited prior art and do not raise new issues

which would require further consideration and/or search. In addition, it is submitted that

such amendments place the application in better form for appeal by materially reducing

or simplifying the issues for appeal. Furthermore, no additional claims are presented

without cancelling a corresponding number of finally rejected claims. In view of the

above, it is submitted that entry of the above amendments is in order and such is

respectfully requested.

In the Office Action, claims 1, 2 and 5 were rejected under 35 USC § 102(b) as

being anticipated by the patent to Takeda et al. As before, it was asserted in making

this rejection that the Takeda et al patent teaches the entire heat shielding material as

now recited in the noted claims. Reconsideration of this rejection in view of the above

claim amendments and the following comments is respectfully requested.

As was noted above, independent claims 1 and 5 have been amended herein to

recite that the substrate resin in the heat shield layer is at least one selected from

polyethylene resin, polyvinyl chloride resin and polypropylene resin. It is submitted that

the Takeda et al patent does not teach the specific substrate resins as recited in the

claims.

In the subject rejection, the disclosure at lines 10-12 of column 5 regarding the

binder resin was relied upon. However, this disclosure does not correspond with the

substrate resins listed in claims 1 and 5 as the Takeda et al patent teaches the use of

a mixture of a photopolymerizable oligimer such as polyester-acrylate, and a

photopolymerizable monomer such as polyfunctional acrylate.

It is further submitted that the Takeda et al patent does not teach the content of

filler of lanthanum hexaboride or of antimony-doped tin oxide filler within the ranges as

claimed. In this regard, it was asserted in the Action that the Examples of the Takeda

et al patent have the same content of particles. From a careful review of the Examples,

no specifics could be found which would appear to correspond to a content defined in

Office Action dated 11/28/07

grams per square meter.

For the reasons stated above, withdrawal of the rejection under 35 U.S.C. §

103(a) and allowance of claims 1, 2 and 5 as amended over the cited Takeda et al

patent are respectfully requested.

In addition, claims 1, 2 and 5 were rejected under 35 USC § 103(a) as being

unpatentable over the previously patent to Fisher. Furthermore, claims 1, 2 and 5 were

rejected under 35 USC § 103(a) as being unpatentable over the previously cited patent

to Kondo. In making both of these rejections, it was asserted that the Fisher and Kondo

patents teach the entire heat shielding material as set forth in the noted claims except

for the instantly claimed polymer resins. However, it then was alleged that the teachings

of the patents of polyvinylacetate (PVA) and polybutyraldehyde (PVB) resins would

suggest the presently claimed resins for the substrate. Reconsideration of this rejection

in view of the above claim amendments and the following comments is respectfully

requested.

It is submitted that the same reasons as set forth above are applicable to these

rejections. That is, the present shielding materials are distinguished over the

compositions of patents to Fisher and Kondo in terms of, among other things, the

Serial Number: 10/531,075 Amendment dated 03/27/08

Office Action dated 11/28/07

substrate resins. It is submitted that the cited patents do not teach the specific substrate

resins as recited in the claims which are at least one selected from polyethylene resin,

polyvinyl chloride resin and polypropylene resin.

For the reasons stated above, withdrawal of the rejection under 35 U.S.C. §

103(a) and allowance of claims 1, 2 and 5 as amended over the cited Fisher and Kondo

patents are respectfully requested.

In view of the foregoing, it is submitted that the subject application is now in

condition for allowance and early notice to that effect is earnestly solicited.

In the event this paper is not timely filed, the undersigned hereby petitions for an

appropriate extension of time. The fee for this extension may be charged to Deposit

Serial Number: 10/531,075 Amendment dated 03/27/08 Office Action dated 11/28/07

Account No. 01-2340, along with any other additional fees which may be required with respect to this paper.

Respectfully submitted,

KRATZ, QUINTOS & HANSON, LLP

Donald W. Hanson Attorney for Applicants Reg. No. 27,133

Atty. Docket No. 050136 Suite 400, 1420 K Street, N.W. Washington, D.C. 20005 (202) 659-2930 DWH/rab *23850* 23850

PATENT TRADEMARK OFFICE